

Message Text

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PAGE 01 TEHRAN 00362 111137Z
ACTION NEA-10

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E.O. 11652: N/A
TAGS: BTIO TECH IR
SUBJ: MOTOROLA PROPOSAL FOR IRANIAN CAR PHONE SYSTEM

REF: STATE 310348

1. BARRY KANE AND ANDY DASKALASKIS OF MOTOROLA REPORTED TO EMB RE RESULTS OF DISCUSSIONS WITH TOUFANIAN OF MILITARY INDUSTRIES ORGANIZATION (MIO) AND MALEKABHARI OF TCI WHICH, APPARENTLY, LEFT SOME ROOM FOR HOPE THAT MOTOROLA'S CHANCES WERE STILL ALIVE.

2. ACCORDING TO KANNE, TOUFANIAN WAS NOT FULLY APPRISED OF THE SITUATION REGARDING CAR PHONE SYSTEM AND UPON CALLING TCI WAS TOLD THAT THE PROPOSAL WAS STILL UNDER STUDY AND WOULD NOT BE COMPLETED FOR 90 DAYS. TOUFANIAN THEN TOLD MALEKABHARI THAT THE PAPERS SHOULD BE SENT TO HIM FOR FINAL DECISION. AT A MEETING WITH MALEKABHARI ARRANGED BY EMB, MOTOROLA REPS WERE TOLD THAT THEY DEFINITELY WERE OUT OF THE RUNNING ON THE SPECIFIC TENDER (THEIR BID HAD ALREADY BEEN CANCELLED) BUT THAT SHOULD THE REVIEW OF THE NEC/IEI PROPOSAL BE UNSATISFACTORY ALL BIDS WOULD BE THROWN OUT AND A NEW TENDER WOULD BE OPENED. MALEKABHARI ASKED IF MOTOROLA WOULD BE WILLING TO CO-PRODUCE IN IRAN. UPON RECEIVING AN AFFIRMATIVE REPLY HE SUGGESTED THAT THEY LET MIO

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3. SUBSEQUENTLY KANNE AND DASKALASKIS MET WITH COL NUSHAVADEH (SIC) OF MIO WHO IS IN CHARGE OF AN MIO PLANT NOW PRODUCING RADIO EQUIPMENT BUT WHICH WILL SHORTLY BE WINDING DOWN ITS PRODUCTION. THE COLONEL APPEARED INTERESTED IN THE PROSPECTS PUT FORWARD BY

MOTOROLA; PRESUMABLY THE MIO INSTALLATION COULD PRODUCE THE MOTOROLA CAR PHONE EQUIPMENT. MOTOROLA WAS ASKED AND AGREED TO SUBMIT A DETAILED PROPOSAL WITHIN 2-3 WEEKS.

4. DURING THEIR STAY IN TEHRAN, THE MOTOROLA REPS ALSO MET WITH ABII AND IS UNHAPPY WITHWHAT IT REGARDS AS THE LATTER'S DETERMINATION TO COME UP WITH A SATISFACTORY RECOMMENDATION FOR THE USE OF THE NEC EQUIPMENT.

5. KANNE AND DASKALASKIS INDICATED THAT THE EXISTING GOI COMMITMENT TO NEC/IEI WAS IN THE NATURE OF \$2-3 MILLION AND THAT THIS RELATIVELY SMALL AMOUNT SHOULD BE MEASURED AGAINST AND REALLY SHOULD NOT BE PERMITTED BY THE GOI TO BLOCK, AN OPPORTUNITY TO PURCHASE SUPERIOR TECHNOLOGY HAVING AN IMMEDIATE PRICE TAG OF \$10.5 MILLION (3,000 UNITS AT \$3,500 EACH) AND IN LONGER TERM ONE OF OVER \$30 MILLION (10,000 UNITS).

6. ON LEAVING TEHRAN, THE MOTOROLA PEOPLE FELT THAT THEY HAD HAD A USEFUL OPPORTUNITY TO PRESENT THEIR CASE AND THAT MOTOROLA'S CHANCES FOR PARTICIPATION WERE NOT YET FORECLOSED, ESPECIALLY IF MIO COULD BE CONVICTED THAT THE MOTOROLA SYSTEM WAS BEST.
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Message Attributes

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